



## Content Analysis of Advertisements on Indian Television (Paperback)

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By Rinku Bhatia, Usha Kiran

VDM Verlag, Germany, 2012. Paperback. Condition: New. Language: English . Brand New Book. The quality of advertisements and its social acceptance are two sides of the same coin. Various problems arise due to this. The dispute is not about having or not having advertisements but about quality and content of advertising art forms. Hence, need for legislation and regulation has been felt worldwide. Considering that the persuasiveness of communication can be increased dramatically by paying attention to the content, an attempt has been made to study the scenario of advertisements on Indian Television by content analysis. To substantiate the results further, the responses and reactions of viewers by consumer research has also been presented. The book tries to understand the current trend in Indian advertisements and the direction it is likely to affect its viewers. It may also lead to reconsideration of possible control of advertising content.

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